Congress at the world’s leading trade fair for the food and beverage industry
(Anuga takes place from 5 to 9 October 2019)

NEWTRITION X
INNOVATION SUMMIT
PERSONALISED NUTRITION
2019

GET READY FOR THE FUTURE

SUNDAY, 6 OCTOBER 2019
KOELNMESSE IN COLOGNE, GERMANY

EARLY BIRD INFORMATION:
BOOK BEFORE 26 JULY 2019 AND PAY ONLY €395.00 PLUS 19% VAT.
This is what makes NEWTRITION X. so special.

VISIONARY
The Innovation Summit offers focused access to the future trend of Personalised Nutrition and to the leading players in the food sector.

INTERDISCIPLINARY
Scientific experts from various fields as well as decision-makers from the fields of food technology and product manufacturing will present a broad range of current findings across all disciplines.

NETWORKING
Beyond the lectures, the congress offers the opportunity for lively discussions and face-to-face talks with speakers and participants.

FOCUS ON PRACTICE
The congress will show how to give consumers an understanding of the benefits of Personalised Nutrition and the possible contribution of commerce and the food industry.
Welcome to NEWTRITION X.

Rapid advances in technology, ground-breaking scientific findings and a consumer who increasingly expects tailor-made products - the world of Nutrition is changing: Personalised Nutrition is one of the biggest, if not the biggest, trend of the future. We are very pleased to announce the presentation of NEWTRITION X. Innovation Summit Personalised Nutrition this year at the Anuga in Cologne.

We at foodRegio e.V. are also excited about the cooperation with Anuga, the world’s leading trade fair for the food and beverage industry. The co-developed programme for 2019 looks set to become an exciting conference on Personalised Nutrition. Last September in Lübeck, we succeeded in bringing together the latest research results from the universities with interested parties from industry and retail trade. Because it is only through the interdisciplinary interaction of science, technology, the food industry and the service sector that solutions and products can actually be developed which can reach households and consumers.

This is why in 2019 the focus is on the implementation into practice. With their solutions, more and more established companies and start-ups are taking the step into the future. They show us what is already possible today and will perhaps be a new standard tomorrow. Nothing can stop the personalisation of our diet.

Yes, we will answer some important questions: Which biomarkers will help us to define the right nutrition? Which digital systems will help the individual to understand their needs? What can retailers do to provide a personalised shopping experience? Which companies are already successful in the field of Personalised Nutrition? What opportunities do companies, industry and commerce have?

We - Anuga and foodRegio e.V., the North German Food Processing Industry Network, are looking forward to welcoming you on 6 October 2019 in Cologne: Allow yourself to be inspired, and come along to exchange ideas and make valuable contacts at the second NEWTRITION X. Innovation Summit on Personalised Nutrition.

Yours sincerely,

Lorenz Rau

Björn Jacobsen
NEWTRITION X. INNOVATION SUMMIT
PERSONALISED NUTRITION 2019.

KEY TOPICS AT A GLANCE.

PERSONALISED NUTRITION
What does the ecosystem look like?

NUTRITION MEDICINE
Genetics, microbiome, metabolome – Will there be ONE winner?

GENETIC
What benefit does it bring?

CONSUMERS
Are people ready for Personalised Nutrition? “Case Studies”

NETWORK
Who are the right partners to start with?

STATE OF THE ART
Digitisation/ Digitalisation – Means to an end?

MARKET
What will food producers and the food trade expect from today?

MICROBIOME
What is the state of the art?
# Programme Overview

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<th>Time</th>
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<td>Welcome by the CEO of Koelnmesse GmbH and by the moderator</td>
<td>Gerald Böse &amp; Prof. Dr. med. Yong-Seun Chang-Gusko</td>
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<tr>
<td>10:15 – 10:45</td>
<td>The ecosystem of Personalised Nutrition</td>
<td>Michael Gusko</td>
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<td>10:45 – 11:15</td>
<td>Personalised Nutrition status quo</td>
<td>Prof. Dr. med. Christian Sina</td>
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<td>11:15 – 11:45</td>
<td>Nutrigenomics: Do our genes determine what we should eat?</td>
<td>Prof. Dr. Ahmed El-Sohemy</td>
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<td>11:45 – 12:15</td>
<td>What changes does Big Data bring for the food industry?</td>
<td>Dr. André Boorsma</td>
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<td>Lunch break &amp; networking</td>
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<td>13:45 – 14:15</td>
<td>Making Personalised Nutrition a daily habit</td>
<td>Roland Napierala &amp; Michael Haase</td>
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<td>What impact does Personalised Nutrition have on the retail trade?</td>
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<td>Internet of Food: Opportunities through the linking of data</td>
<td>Nick Holzherr</td>
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<td>15:15 – 16:00</td>
<td>Coffee break &amp; networking</td>
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<td>16:00 – 16:30</td>
<td>Personalised Nutrition in practice - Improved customer loyalty</td>
<td>Dominik Burziwoda</td>
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<td>16:30 – 17:00</td>
<td>Personalised Nutrition for all - Requirements for companies &amp; start-ups</td>
<td>Dr. Simone K. Frey</td>
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<td>17:00 – 17:30</td>
<td>Get together &amp; networking</td>
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WELCOME NOTE

MODERATOR: PROF. DR. MED. YONG-SEUN CHANG-GUSKO

Professor for Health and Social Management, FOM University for Economy & Management, Hamburg, Germany, fom.de

The FOM’s Health and Social Affairs Department focuses on health promotion, prevention and occupational health management in various settings as well as on the sustainable implementation of the various measures in practice.

THE BIG PICTURE

MICHAEL GUSKO

Chairman of the foodRegio Focus Group on Personalised Nutrition and Managing Director of GoodMills Innovation, Hamburg, Germany goodmillsinnovation.com, foodregio.de

GoodMills Innovation is the innovation hub of Europe’s largest milling group and one of the leading innovators in the field of grain-based ingredients.

PERSONALISED NUTRITION STATUS QUO

PROF. DR. MED. CHRISTIAN SINA

Director of the Institute of Nutritional Medicine and Head of the Section, Nutritional Medicine, University of Lübeck, Germany and co-founder of Perfood GmbH, Lübeck, Germany, uksh.de/Ernaehrungsmedizin_Luebeck

The University of Lübeck has sharpened its medicinal profile in research and academia and developed into a life science university. The scientific focus of the institute of nutritional medicine is on researching the modulatory potential of Personalised Nutrition for the interaction of host and microbiome as the key to prevention and therapy of chronic diseases.
GENETIC

11:15

NUTRIGENOMICS: DO OUR GENES DETERMINE WHAT WE SHOULD EAT?

• How do genetic differences influence our nutrient requirements?
• Can genetic information influence consumers’ dietary choices?
• What possibilities does Personalised Nutrition offer the food and dietary supplement industry?

PROF. DR. AHMED EL-SOHEMY

Professor and Canada Research Chair in Nutrigenomics at the University of Toronto; President and Chief Science Officer, Nutrigenomix Inc. Toronto, Canada, nutrisci.med.utoronto.ca, nutrigenomix.com

The biotechnology start-up Nutrigenomix provides a comprehensive genetic analysis test kit through a network of 8,000 health and nutrition consultants in 35 countries to improve individual health and performance through personalised nutritional recommendations.

DIGITAL REVOLUTION

11:45

WHAT CHANGES DOES BIG DATA BRING FOR THE FOOD INDUSTRY?

• What impact does Digital Health have on consumers and their diet?
• What tools are available to improve health and nutrition?
• What can databased health and personalised nutrition guidance achieve?
• Will marketplaces for personal health data drive innovation in the health and nutrition fields?

DR. ANDRÉ BOORSMA

Senior Researcher Life Sciences, TNO, Zeist, The Netherlands, tno.nl/en

As an independent research company, TNO links people and knowledge to create sustainable innovations that serve industry and society. Amongst other things, TNO has contributed to the development of a personalised food platform of Habit. One of the current projects is the establishment of a “marketplace for personal health data”, which should enable the individual organisation and control of one’s own data.

12:15

LUNCH BREAK & NETWORKING
PERSONALISIERUNG IM HANDEL
INTERNET OF FOOD: OPPORTUNITIES THROUGH THE LINKING OF DATA

14:45
MAKING PERSONALISED NUTRITION A DAILY HABIT

ROLAND NAPIERALA & MICHAEL HAASE
Roland Napierala, Business Development, Miele & Cie. KG, Gütersloh, Deutschland, miele.de & Michael Haase, CEO and Founder, Plant Jammer, Kopenhagen, Dänemark, plantjammer.com

Miele@home networks intelligent domestic appliances and revolutionises the way they are operated. For more flexibility and convenience – when you are at home or out and about. Plant Jammer is an app that helps users create their own recipes based on personalised health and nutrition, taking into account individual taste and availability.

14:15
WHAT IMPACT DOES PERSONALISED NUTRITION HAVE ON THE RETAIL TRADE?

IGNACE DE NOLLIN
Managing Director, SmartWithFood, Gent, Belgium, smartwithfood.com

The goals of SmartWithFood are to facilitate healthy purchasing decisions and to increase customer loyalty by using data and AI to unlock value. The spin-off company of the Colruyt Group, the largest retailer in Belgium, has developed a real “food intelligence platform” to enable service for retailers that provides individual advice and personalised food recommendations.

13:45
STATE OF THE ART
MAKING PERSONALISED NUTRITION A DAILY HABIT

ROLAND NAPIERALA & MICHAEL HAASE
Roland Napierala, Business Development, Miele & Cie. KG, Gütersloh, Deutschland, miele.de & Michael Haase, CEO and Founder, Plant Jammer, Kopenhagen, Dänemark, plantjammer.com

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14:45
INTERNET OF FOOD: OPPORTUNITIES THROUGH THE LINKING OF DATA

NICK HOLZHERR
CEO, Whisk at Samsung NEXT, Birmingham, Great Britain, whisk.com

Whisk uses combined data to develop software solutions which offer the customer seamless and personalised shopping experiences – from recipe suggestions to shopping lists to health score information. Founded in 2012 as a start-up company, Whisk has become part of Samsung NEXT, the software and innovation division of Samsung, in March 2019.
Managing Director and Founder, Perfood/Million Friends, Lübeck, Germany, millionfriends.de/

The nutritional start-up company Perfood is a spin-off of the University of Lübeck. The MillionFriends scheme offers personalised nutritional recommendations based on blood sugar measurements and microbiome analysis. Nutritypes are defined based on human studies.

DOMINIK BURZIWODA

16:00

PERSONALISED NUTRITION IN PRACTICE – IMPROVED CUSTOMER LOYALTY

• How can food manufacturers improve customer loyalty, shopping baskets, sales and results through Personalised Nutrition?
• What are the requirements for successful products and structures in a world of Personalised Nutrition?
• Case study: How to personalise product ranges with little effort and how to retain customer’s loyalty.

16:30

PERSONALISED NUTRITION FOR ALL – REQUIREMENTS FOR COMPANIES & START-UPS

• From concept to start-up.
• What platforms are there?
• What are the opportunities and limits of Personalised Nutrition for start-ups and companies?

DR. SIMONE K. FREY

Managing Director and Founder, Nutrition-Hub, Berlin, Germany, nutrition-hub.de

NUTRITION HUB is the largest Community for Food and Nutrition Experts in Europe. NUTRITION HUB connects the most influential experts online as well as offline and ensures that these experts play a leading role in innovation and within start-ups. The mission: Positioning expert know-how as core driver in the health & nutrition market and empower consumers thereby to uncover fake news from credentialed expert knowledge.

17:00

GET TOGETHER & NETWORKING
MARKET TRENDS 2019: IT’S HIGH TIME WE GET PERSONAL.

Global market research shows that customers are looking for personalised products and services. Increasingly, new technologies are allowing this need to be met: Health trackers and Big Data, self-learning algorithms, DNA and microbial analyses and even improvements in production are allowing more differentiated and targeted product innovations.

Other sectors show where the journey is heading: The beauty sector has already opted for personalisation. The product ranges are becoming more and more differentiated. There is suitable product for every individual condition, for every skin or hair problem and for every colour type – including the corresponding type analyses. When it comes to dietary supplements, consumers are increasingly less satisfied with a “one size fits all” approach and demand a product tailored to their individual nutrient requirements. Suppliers such as persona, care/of, Baze or Thryve meet this demand: Individual requirements are determined by questionnaires, blood, microbiome or DNA tests and are satisfied by suitable probiotics, vitamins or trace elements.

Customers want more than just a uniform mush

From this market environment, the consumers learn that individualised products are possible. Their expectations increase - also in terms of diet issues. It will only be a matter of time before the trend penetrates the food market, possibly even revolutionises it: Individuality instead of uniformity. Currently, start-ups dominate this market, but established suppliers are also launching personalised products in pilot schemes, such as Nestlé in Japan, which offers DNA-personalised dishes. This is also demonstrated by the Expert Automation & Augmentation Software from CB Insights (see diagram). Their data analysis, visualised in the NExTT framework, has put the topic of Personalised
Nutrition in context to other market trends: While the trends in the upper right quadrant have been established and are currently determining the market, making them necessary for anyone striving to dominate the market, those in the lower right represent a threat: Their market strength (x-axis) is already high: Early adopters have accepted it, market forecasts confirm considerable potential and the first serious investments have been made. However, market adjustment (y-axis) is still low. However, if the media and consumers continue to drive them forward and/or industry and commerce start to invest heavily in these areas, there is a risk that market participants without appropriate strategies and products will be left behind.

Opportunities of Personalised Nutrition

Two personalisation topics (yellow), namely personalised food and individualised product recommendations, are precisely in this threatening quadrant. Currently, there is a great opportunity for stakeholders in the food industry to play an active role in shaping the personalisation of nutrition and setting the course for the future. Product recommendations - providing classification based on customer needs - are already better adapted to the market adjustment than the much more difficult to implement, truly personalised foods.

Food boxes have already been substantially adapted to the market, but they have less market strength; they are located in the temporary quadrant at the top left: They have not yet been able to really succeed on the market. The companies - mainly small start-ups - are confronted with logistical problems in the supply chain that they cannot solve on their own. Nevertheless, this trend also has the potential to become a necessity if retailers continue to address the issue and, for example, offer more food boxes in supermarkets.
Our world of nutrition is changing: Away from the general dietary recommendations including the food pyramid, towards a Personalised Nutrition approach, which is based on knowledge about the different characteristics of the individual: microbiome, biomarkers, genetics, nutritional requirements, lifestyle, physical features and personal preferences. The technical tools and methods are becoming more and more sophisticated and the players more diverse. Nutrition is well on the way of no longer being a question that can only be answered by health organisations, food manufacturers and retailers. There is an entirely new set of specialised service providers appearing on the scene that are increasingly able to make detailed recommendations as to which foods will have a positive impact on the health of individuals.
In addition, health apps and diet trackers are changing customer understanding. The consumer as a hub is increasingly using the entire network to put together his or her very own healthy diet.

Get ready for the future. At the Innovation Summit NEWTRITION X. 2019 in Cologne in October, you will find out what is already possible today, what scientific and technical advances will shape the food of the future and what the new food market regulation could look like. Start networking with actors from technology and science and take the step into the world of Personalised Nutrition.
GENERAL INFORMATION.

Date: 6 October 2019, 10:00 - 17:30

Venue: KOELNMESSE, Congress Centre North, Rheinsaal (third floor), Deutz-Mülheimer Str. 111, 50679 Cologne, Germany

Target group: Decision-makers from the food industry, nutrition and retail trade working in the fields of innovation, business development, nutrition, health and wellbeing

Languages: English (Simultaneous interpretation into German is available)

Registration fee: €495.00 plus 19% VAT (includes Anuga fair ticket for 5 days)
For foodRegio members €395.00 plus 19% VAT.

Early bird information: Book before 26 July 2019 and pay only €395.00 plus 19% VAT.
Online registration only at: foodregio.de/en/NEWTRITIONX

Organisation: foodRegio – the North German Food Processing Industry Network – in cooperation with Anuga.

Exhibition: We are organising a small specialist exhibition during NEWTRITION X. Innovation Summit Personalised Nutrition. If you would like to take part in the exhibition, please contact Ms Kim Liza Krüger, Tel: +49 451 70655-361, Email: krueger@foodregio.de

For more information, please contact: Ms Kim Liza Krüger, Tel.: +49 451 70655-361, Fax: +49 451 70655-20, Email: krueger@foodregio.de, Internet: foodregio.de/en/NEWTRITIONX

Note: It is advisable to book your accommodation early. There is a good train service.

Outlook / Save the Date: The next NEWTRITION X. Innovation Summit Personalised Nutrition is scheduled to take place on 16/17 September 2020 in Lübeck, Germany. It will be a two-day event with plenty of opportunities for workshops and discussions.
Arrival information is available from https://www.koelnkongress.de/en/locations/congress-centrum-koelnmesse/congress-centrum-nord.html

Take advantage of the opportunity to combine your participation in NEWTRITION X. with a visit to Anuga through our combined congress ticket.

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SPEAKERS:

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